

Subject: IDA Meat

Date: Wednesday, May 25, 2016 1:30:39 PM Pacific Daylight Time

From: Laura Hill

To: Jessica Lall

I think the 10 year anniversary event is now sticking out to me as the best program (activated the street w/ lots of people and programs, celebrated the new businesses there on hope, variety of people came out), so moving it to either the top or the bottom of examples...either lump it into the green carpets and make it the first green carpet example, or move it down as a final celebration of look-how-far-we've-come

Green Carpet section:

-Striking the Regal Green Carpet.

-What about adding the CocoFresh / Parklet celebration? Even though coco wasn't the most successful GC the event itself attracted 100+ people to the sidewalk out front of all of those businesses. Plus we have good footage to work with from that one with the interviews of the business owners there...jamila, that girl from coco (sorry...owner...can't remember), and bites from Seleta and Huizar about how parklet will increase activity and help small businesses. Lots of professional photos, too.

-I still think LACC or Triple 8 could work well here – if I had to choose between the two I would say keep Triple 8 because of the really high number of first timers.

Art Salons, Art Classes, Construction Fence – keep but tweak language

Ripple effect: Debating whether to change or not. The three examples are still relevant in that it shows large number of attendees in spaces usually not activated in south park

Conclusion – I think we could add the most recent retail tour as an example of how successful the programming has been... people got to hear from the business owners themselves about how happy they are about being here

Question:

Are we removing the Goals section?

This probably looks like a mess but it's where my brain is heading. Let me know how this all sounds to you.